

Pyxis Shipping case study



Powering Digital Change Across the Caribbean

Pyxis Shipping operates essential ferry services between Grenada, Carriacou, and St Vincent in the Caribbean, providing a vital link for passengers, vehicles, and cargo across remote island communities. As demand evolved, reliance on paper manifests and handwritten invoices limited visibility, slowed operations, and made vehicle and cargo management increasingly complex. With no customer self-service, incomplete invoicing and growing pressure to support mixed RoRo services - compounded by unreliable connectivity across remote islands - Pyxis needed to modernise its ferry operations with a digital, integrated solution.

Objectives

- Replace paper-based manifests and handwritten invoices with a fully digital system
- Improve visibility and control over bookings, pricing, and revenue
- Enable customer self-service for passengers, vehicles, and cargo
- Support the transition from cargo-only services to mixed RoRo operations
- Equip staff to operate confidently in a modern, digital environment despite remote conditions

Solutions

- Implement the FerryHawk digital reservation and operations platform
- Digitise all bookings, manifests, and invoicing into a single cloud-based system
- Introduce dynamic, time-based pricing to drive earlier bookings and maximise revenue
- Enable online planning and management of vehicle and cargo capacity for RoRo services
- Deliver tailored training and change-management support for staff
- Resolve connectivity challenges with Starlink, ensuring consistent system access across islands

RESULTS

Full transition from paper-based processes to a digital booking platform
Improved revenue capture through dynamic pricing and accurate digital invoicing
Better control and utilisation of vehicle and cargo space
Increased staff efficiency, confidence, and adoption of digital processes
Established reliable, consistent operations across remote island locations

Conclusion

By adopting FerryHawk, Pyxis Shipping successfully transformed its inter-island ferry operations from manual, paper-based processes into a fully digital, revenue-driven operation. The platform has given Pyxis greater control, visibility, and scalability enabling the business to expand its service model, improve staff efficiency, and deliver a more reliable experience for customers across the Caribbean. FerryHawk has become a critical enabler of Pyxis Shipping's operational resilience and future growth.

Testimonial

We'd tried other systems before, but they never took hold. FerryHawk took us from paper-based processes to a fully online platform with dynamic pricing – it's completely transformed the way we operate.

Tardi Alexis, Chief Executive Officer

